

APPOINTMENT OF EXECUTIVE DIRECTOR**4 May 2012**

Holista Colltech Ltd (the "Company") is pleased to advise that Mr Daniel O'Connor has accepted a role as an executive Director of the Company effective immediately. The move to executive Director will provide the required expertise to the Company in the development of its Cosmetic Grade Collagen Plant and the needed project management for the Australian trials for the validation of the company's 3 patents in the area of food ingredients.

As a result of this appointment, the company will have a stronger ground presence in Perth.

Mr O'Connor, a non-executive Director since 29 November 2011, has spent more than 20 of his past 35 years in professional practice, with a specialisation in Intellectual Property Commercialisation. He is the Consultant Principal of Xenex Consulting and the Keys2Growth program and has assisted companies expand their international boundaries.

Daniel has a Bachelor of Business degree in marketing and an MBA in International Business. He has completed the Company Directors Course and has served as a Director or Executive Officer in project companies, generally until immediately prior to an IPO or trade-sale.

Jay Stephenson
Company Secretary

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